

Subject:	Doula Services		
Policy Number:	PO-RE-113v1		
Effective Date:	01/01/2025	Last Approval Date:	9/16/2024

I. Policy Description

Effective January 1, 2025, Healthfirst will provide coverage of Doula Services provided in accordance with 42 CFR section 440.130(c). This policy outlines Healthfirst guidelines for the reimbursement of Doula Services.

The information below applies to the following lines of business:

- Medicaid Managed Care
- CNX-Medicaid
- Essential Plan
- Health & Recovery Plan (HARP)
- CNX-HARP

Doulas provide physical, emotional, educational, and non-medical support for pregnant and postpartum persons before, during, and after childbirth or end of pregnancy. Doula services may include the development of a birth plan and continuous labor support; patient-centered advocacy, and physical, emotional, and non-medical support; education, guidance, and health navigation; facilitating communication between the Healthfirst member and medical providers and providing connections to community-based resources and childbirth and parenting resources. Services will include perinatal visits and labor and delivery support.

Policy Scope

1. Doula services must be recommended by a physician or other licensed practitioner of the healing arts acting within his or her scope of practice under State law.
2. Provider Qualifications:
 - Doulas must be at least age 18 years of age or older, have completed basic HIPAA training and Adult/Infant CPR certification, and meet defined training or work experience pathway requirements as defined by New York State.
 - The training requirements pathway will include a minimum of 24 hours of training in doula competencies, and doula support provided at a minimum of three births. The work experience pathway will include having provided doula support at a minimum of 30 births or 1000 hours of doula experience within the last 10 years, and testimonials of doula skills. All doulas will be required to revalidate as NYS Medicaid providers every five

years and demonstrate completion of continuing education in doula competencies upon revalidation.

3. Covered Services:

The following services are covered by Healthfirst:

- One (1) initial visit.
- Up to eight (8) additional visits that may be provided in any combination of prenatal and postpartum visits.
- Support during labor and delivery (including labor and delivery resulting in a stillbirth), abortion or miscarriage.
- Multiple visits are not allowed in the same day except for the following instances:
 - A perinatal doula visit occurs early in the day, and a Labor & Delivery doula visit occurs later in the day, or
 - A Labor & Delivery doula encounter occurs early in the day, and a perinatal doula visit occurs later in the day.

4. Non-Covered Services:

The following services for pregnant or postpartum beneficiaries are not covered under Healthfirst:

- Belly binding (traditional/ceremonial)
- Birthing ceremonies (i.e., sealing, closing the bones, etc.)
- Group classes on babywearing
- Massage (maternal or infant)
- Still and Video Photography
- Placenta encapsulation
- Shopping
- Vaginal steams
- Yoga

5. Billing Codes:

Eligible certified doulas must bill the following CPT code(s):

HCPSC Code	Diagnosis Code	Code description	Service Description	Per Pregnancy Allowance
T1032	Z32.2 (prenatal/pregnancy) or Z32.3 (postpartum)	“Services provided by a doula birth worker”	Perinatal Service: Prenatal or postpartum doula support (minimum of 30 minutes)	Up to and including 8 times
T1033	Z32.2	“Services provided by a doula birth worker, per diem”	Labor and Delivery: In person doula support during labor and birth (no time minimum, must be present for the birth)	Up to and including 1 time

- Healthcare Providers and billing staff are responsible for ensuring accurate coding and billing practices.
6. Telehealth:
- Doula may bill for services provided by telehealth using either modifier 93 for synchronous audio-only, modifier 95 for synchronous video or modifier GT for interactive audio and video.
 - Must use Place of Service (POS) 02 or 10.
7. Documentation Requirements:
- Doula services require a written recommendation by a physician or other licensed practitioner of the healing arts acting within their scope of practice under state law.
 - Doula are required to document the dates and time/duration of services provided to beneficiaries. Documentation should also reflect information on the nature of the care and service(s) provided and support the length of time spent with the beneficiary that day.

Adjudication and Appeal Process

1. Payment depends on the applicable plan documents and the Doula documentation. Doula are responsible for submitting appropriate codes and/or modifiers for services rendered during the doula visit.
2. Reimbursement is based on the provider’s contract with Healthfirst or Medicaid fee schedule rate.
3. Claims submissions will be subject to timely filing requirements, as set forth in the provider contract with Healthfirst and in the Healthfirst Provider Manual. Refer to: *Healthfirst Provider Manual Subsection 17.6, “Claims Inquiries, Corrected Claims, Claim Reconsideration, and Appeal Process”* in this section.

This policy is not an authorization or guarantee of payment. Reimbursement is subject to member eligibility, program coverage, and medical necessity at the time the service is provided.

II. Applicable Codes

Code	Description	Comment
T1032	Services performed by a doula birth worker, per 15 minutes	
T1033	Services performed by a doula birth worker, per diem	

III. Definitions

Term	Meaning
Doula	Birth workers who provide health education, advocacy, and physical, emotional and nonmedical support for pregnant and postpartum persons before, during and after childbirth (perinatal period) including support during miscarriage, stillbirth and abortion. Doulas are not licensed or clinical providers, and they do not require supervision.
Doula services	Doula services encompass health education, advocacy, and physical, emotional and nonmedical support provided before, during and after childbirth or end of a pregnancy, including throughout the postpartum period.

IV. Related Policies

Policy Number	Policy Description
N/A	N/A

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Procedure codes appearing in Reimbursement Policy documents are included only as a general reference tool for each policy. They may not be all-inclusive.

V. Reference Materials

New York State Medicaid Doula Services Benefit (ny.gov)
Provider Enrollment - Doula (emedny.org)
Doula Policy Guidelines.pdf (emedny.org)

VI. Revision History

Revision Date	Summary of Changes

Disclaimer

Healthfirst’s claim edits follow national industry standards aligned with CMS standards that include, but are not limited to, the National Correct Coding Initiative (NCCI), the National and Local Coverage Determination (NCD/LCD) policies, appropriate modifier usage, global surgery and multiple procedure reduction rules, medically unlikely edits, duplicates, etc. In addition, Healthfirst’s coding edits incorporate industry-accepted AMA and CMS CPT, HCPCS and ICD-10 coding principles, National Uniform Billing Editor’s revenue coding guidelines, CPT Assistant guidelines, New York State-specific coding, billing, and payment policies, as well as national physician specialty academy guidelines (coding and clinical). Failure to follow proper coding, billing, and/or reimbursement policy guidelines could result in the denial and/or recoupment of the claim payment.

This policy is intended to serve as a resource for providers to use in understanding reimbursement guidelines for professional and institutional claims. This information is accurate and current as of the date of publication. It provides information from industry sources about proper coding practice. However, this document does not represent or guarantee that Healthfirst will cover and/or pay for services outlined. Reimbursement decisions are based on the terms of the applicable evidence of coverage, state and federal requirements or mandates, and the provider’s participation agreement. This includes the determination of any amounts that Healthfirst or the member owes the provider.

Approval Date/ Signatures:

1. Legal

Robert Schiller	VP, Deputy General Counsel
Print Name	Title

Signature	Date
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2. Regulatory

Christine Logreira	VP, Regulatory
Print Name	Title

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